INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1216 — Washington, D. C. — December 24, 1948

Canned Fruit and Vegetable Price Index Again Is Lowest

Retail price indexes of the Bureau of Labor Statistics, released yesterday evening, again show canned fruits and vegetables have increased least in price of all foods in relation to prewar.

This fact was cited in a mimeographed press release, copies of which were mailed late yesterday to the Association's select list of some 500 metropolitan newspapers, wire services, and trade papers. Copies are enclosed with this issue of the INFORMATION LETTER for the use of canners in placing this information before their local editors.

Text of the press release is reproduced below:

WASHINGTON, D. C., (December 23)—Retail price indexes of the Bureau of Labor Statistics, released here today, again show canned fruits and vegetables have increased least in price of all foods in relation to prewar.

Pointing to the canning industry's record of production and the highly competitive character of the industry, both of which have tended to prevent the occurrence of sharp price rises in canned fruits and vegetables, Carlos

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Building Plans, Nutrition Research Findings, Label Movie To Be Displayed

Floor plans for new Association offices in Washington and on the West Coast, panels highlighting the results of the N.C.A.-CMI nutrition research findings, and the movie "Better Labels" produced under the supervision of the N.C.A. Labeling Committee will be displayed by the National Canners Association at the 1949 Canners Convention. All will be on display in Convention Hall, the nutrition exhibit on the balcony overlooking the exhibit floor and the buildings plans and labeling movie in the N.C.A. booth.

Members' 1948 Pack Figures Needed for Budget Estimates

Members (except salmon packers) are urged to send in the reports of their 1948 pack figures which were requested in the letter mailed by the Association November 18.

This information, listing seasonal and non-seasonal pack figures separately, is needed immediately by the Budget Committee so that the Association's revenue may be more reliably estimated before the meetings of the Administrative Council and Board of Directors in January.

It will be appreciated if members who have not done so will send in their pack reports at once.

Plans for the buildings display call for floor layouts of both the East and West Coast buildings to be shown in quarter-inch scale, with the laboratory equipment indicated in color. Street maps will be marked to indicate the locations of the properties. The entire buildings display will be mounted at an angle on tables to permit easy study of the proposed office and laboratory arrangements.

The nutrition exhibit will include much of the material displayed at the press conference in Chicago in November. To be displayed at the Convention are the wall map presenting the national scope of the nutrition survey, a display of cans of the 42 products thus far studied in the nutrition program, and a two-part exhibit citing a dozen or so of the chronological highlights in the development of nutritional knowledge and illustrating the parallel growth and uptrend in canned foods consumption.

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ALTHOUGH PRODUCTION OF 11 CROPS FOR PROCESSING IS BELOW 1947, GENERAL HARVEST IS HIGH, BAE SAYS

Production of Six Processing Crops Decreases below 1947 Levels

The 1948 aggregate harvested acreage of 11 truck crops for commercial processing was 1.7 million acres, according to the annual year-end report of the Bureau of Agricultural Economics, summarized in last week's INFORMATION LETTER. This acreage was 9 percent less than the 1.9 million acres harvested in 1947, but about the same as the preceding 10-year average. The record high 1946 harvested acreage was 2.1 million acres.

Generally good yields, due in large measure to favorable growing conditions, and a shift in the acreage of crops resulted in an aggregate production of these 11 truck crops of 5,458,500 tons. This is only 2 percent less than the 1947 production of 5,562,720 tons.

An increase in production was shown by BAE for five of the crops reported. The production of cabbage for sauerkraut was shown as 179 percent greater than 1947, beets increased 31 percent, lima beans increased 23 percent providing a record crop, the corn crop was also a record having increased 22 percent, and snap beans increased 6 percent.

Six crops showed decreased production from 1947. They were peas down 20 percent, tomatoes down 12 percent,

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Program Details Completed For Two Conference Sessions

Program details were completed this week for two of the conference sessions of the 1949 Canners Convention—the Joint Conference to be staged Monday, January 17, by the Raw Products Bureau and the Research Laboratories, and the Raw Products Conference scheduled Tuesday, January 18. Details for these events are reproduced on page 409.

SCHEDULE OF PRINCIPAL EVENTS FOR 1949 CANNERS CONVENTION

(Subject to Revision)

Friday, January 14

11 a.m.—Meeting of N.C.A. Buildings Committee, Club Room, Hotel Traymore

2 p.m.—Joint Program of National Canners Association and National-American Wholesale Grocers Association, Renaissance Room, Ambassador Hotel

6:30 p.m.—Dinner Meeting of N.C.A. Public Relations Committee, Mandarin Room, Hotel Traymore

7 p.m.—Dinner Meeting of N.C.A. Statistics Committee, Pine Room, Hotel Traymore

7 p.m.—Dinner Meeting of N.C.A. Home Economics Committee, Chippendale Room, Hotel Traymore

7–10 p.m.—Preview of Machinery and Supplies Exhibit, Convention Hall

Saturday, January 15

9:30 a.m.—Meeting of N.C.A. Raw Products Committee, Chippendale Room, Hotel Traymore

9:30 a.m.–6 p.m.—Machinery and Supplies Exhibit, Convention Hall

10 a.m.—Meeting of N.C.A. Legislative Committee, Club Room, Hotel Traymore

10 a.m.—Meeting of N.C.A. Labeling Committee, Mandarin Room, Hotel Traymore

12:30 p.m.—Luncheon Meeting of N.C.A. Convention Committee, Pine Room, Hotel Traymore

2 p.m.—Meeting of N.C.A. Administrative Council, Stratosphere Room, Hotel Traymore

7 p.m.—Annual Dinner Dance under auspices of Canning Machinery & Supplies Association, Cambridge Hall, Claridge Hotel

Sunday, January 16

10 a.m.—Meeting of N.C.A. Board of Directors, Rose Room, Hotel Traymore

1–6 p.m.—Machinery and Supplies Exhibit, Convention Hall

2:30 p.m.—Meeting of N.C.A. Eastern Technical Committee on Baby Foods, Room 10, Convention Hall

2:30 p.m.—Meeting of Corn Canners Service Bureau, Roof Solarium, Jefferson Hotel

3 p.m.—Cutting of foreign canned fishery products under direction of N.C.A. Fishery Products Division, Room 20, Convention Hall

4 p.m.—Meeting of Canning Industry Research, Inc., Pine Room, Hotel Traymore

6:30 p.m.—Dinner for State Secretaries, Mandarin Room, Hotel Traymore

7 p.m.—Old Guard Dinner, Cambridge Hall, Claridge Hotel

Monday, January 17

9 a.m.—Meeting of N.C.A. Nominating Committee, Room 1, Convention Hall

9:30 a.m.—Annual Meeting, CM&SA, Room B, Convention Hall

10 a.m.—Opening General Session, N.C.A., Ballroom, Convention Hall

12–6 p.m.—Machinery and Supplies Exhibit, Convention Hall

2 p.m.—Joint Conference of N.C.A. Raw Products Bureau and Laboratories, Room B, Convention Hall

2 p.m.—N.C.A. Fishery Products Conference, Room 20, Convention Hall

4 p.m.—Meeting of N.C.A. Resolutions Committee, Office of the Counsel, Musicians Balcony, Convention Hall

7 p.m.—Young Guard Banquet, American Room, Hotel Traymore

8 p.m.—Raw Products Smoker, Rose Room, Hotel Traymore

Tuesday, January 18

9:30 a.m.–6 p.m.—Machinery and Supplies Exhibit, Convention Hall

10 a.m.—Second General Session, N.C.A.—"Symposium on Canned Foods Merchandising," Ballroom, Convention Hall

2 p.m.—N.C.A. Raw Products Conference, Room 21, Convention Hall

2 p.m.—N.C.A. Canning Problems Conference, Room 20, Convention Hall

8:45 p.m.—Fred Waring's Band, Entertainment (auspices CM&SA), Warner Theater, 2015 Boardwalk

Wednesday, January 19

9:30 a.m.–6 p.m.—Machinery and Supplies Exhibit, Convention Hall

10 a.m.—Closing General Session, N.C.A., Room 21, Convention Hall

10 a.m.—N.C.A. Canning Problems Conference, Room 20, Convention Hall

10 a.m.—Meeting of the A. I. F. National Liaison Committee on Organic Pesticides, Pine Room, Hotel Traymore

BAE Year-End Crop Report

(Continued from page 407)

spinach down 12 percent, pimientos down 9 percent, asparagus down 8 percent, and cucumbers for pickles down 6 percent.

Tables indicating production, yield, and price of the 11 processing crops appear on pages 410-413, inclusive.

The Bureau of Agricultural Economics, in the annual report which covers 52 principal crops, stated that the output of crops in 1948 far exceeds that of any other year.

The growing season was so favorable that, with the improved farm practices of recent years, new record yields per acre were set for several crops, BAE asserted. The composite yield of all crops surpasses any previously known. Acreage abandonment was rather light, so that total harvested acreage is relatively large. Quality of crops, as well as quantity, also is outstanding.

All indexes stamp 1948 as a year of outstanding crop production. The aggregate volume of all crops is 137 percent of the 1923-32 base, 11 points above the previous high mark of 126 percent attained in 1946. The total harvested acreage of the 52 principal crops is about 0.6 percent larger than in 1947 and 1.3 percent larger than the 1942-46 wartime average. The composite yield index is 151 percent of the 1923-32 base, compared with the

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SYMPOSIUM SPEAKERS

CANNED FOODS MERCHANDISING SYMPOSIUM TO BE STAGE FOR EXPRESSIONS BY TWO BIG FOOD CHAIN EXECUTIVES

Forrest Fraser Speaks for NAFC, Hugh J. Davern for Super Market Institute

The symposium on the merchandising of canned foods scheduled for the Second General Session of the 1949 Canners Convention, in Atlantic City, January 18, will be the stage for expressions on that important subject by two men prominent in meeting retailing problems for two large food chains.

Hugh J. Davern of the Grand Union Company, New York City, will represent the Super Market Institute, and Forrest L. Fraser of The Kroger Company, Cincinnati, will speak for the National Association of Food Chains.

Mr. Davern has served the Grand Union Company some 24 years as salesman, manager, district manager and division manager, and now is vice president and a director. On January 1 Mr. Fraser will become director of grocery merchandising for The Kroger Company, in which capacity he will be responsible for buying and selling grocery items in the 2,400 retail food stores operated by Kroger.

The N.C.A. Convention Committee has arranged for presentation avoiding common generalities and pointing up specific aspects of canned foods merchandising. Other speakers booked for the symposium are:

Harold Patterson, vice president, Lyndonville Canning Co., Lyndonville, N. Y., moderator;

John L. Baxter, H. C. Baxter & Bro., Brunswick, Me., for the National Canners Association;

W. T. Dahl, Dahl's Food Markets, Des Moines, Iowa, for the National Association of Retail Grocers;

Arthur Ehrenfeld, Francis H. Leggett & Company, New York City, for the National-American Wholesale Grocers Association;

John P. Houck, M. W. Houck & Bro., New York City, for the National Food Brokers Association;

Charles S. Ragland, C. B. Ragland Company, Nashville, Tenn., for the United States Wholesale Grocers Association; and

Paul S. Willis for the Grocery Manufacturers of America, Inc.

HUGH J. DAVERN FORREST L. FRASER

Raw Products-Laboratory Convention Conferences

Monday, January 17

2 p.m. Joint Conference—Raw Products Bureau and Research Laboratories

Room B, Convention Hall

Presiding: Dr. Charles H. Mahoney, Director, Raw Products Bureau, N.C.A.

Round Table Discussion: "Insecticides—Their Toxicology, Uses, and Residue Levels"

Toxicology of Insecticides—Discussion Leader—Dr. A. J. Lehman, Food and Drug Administration

Use and Misuse of DDT, BHC, DDD (DDE), Chlordan, Toxaphene, Methoxychlor, and Parathion for Canning Crops—Discussion Leader—Dr. S. A. Rohwer, Bureau of Entomology and Plant Quarantine

What We Know about Chemical Detection of Insecticidal Residues or Deposits—Discussion Leader—Dr. H. L. Haller, Bureau of Entomology and Plant Quarantine

Sampling Techniques for Making Residue Analyses—Discussion Leader—Dr. L. B. Norton, Cornell University Experiment Station

Deterioration or Breakdown of Insecticides under Field Conditions, Absorption and Translocation of Insecticides by the Plant—Discussion Leader—Dr. A. M. Boyce, California Agricultural Experiment Station

How May Harmful Residues in Vegetable Crops Be Avoided?—Discussion Leader—W. H. White, Bureau of Entomology and Plant Quarantine

Experience of the Canning Industry with respect to Residues—Discussion Leaders—W. A. Brittin, Beech-Nut Packing Company; Dr. Lee Cox, Beech-Nut Packing Company; W. D. Enzie, General Foods Corporation; Dr. H. H. Mottern, H. J. Heinz Company; Fred S. Wyatt, Gerber Products Company; Dr. S. G. Younkin, Campbell Soup Company; Dr. J. Russell Esty, N.C.A.; and C. J. Tressler, N.C.A.

Tuesday, January 18
2 p.m. Raw Products Conference

Room 21, Convention Hall

Presiding: Dr. Charles H. Mahoney, Director, Raw Products Bureau, N.C.A.

Round Table Discussion: "Special Aspects of Canner-Grower Relations."

Reviewing Our Contracts—Discussion Leader—M. P. Verhulst, Wisconsin Canners Association.

Contacts with Grower Organizations—Discussion Leader—J. P. King, Birds Eye-Snider Division, General Foods Corporation.

An Agricultural Handbook for the Field Staff — Discussion Leader — M. W. Mitchell, The Larsen Company.

Custom Work for Growers—Discussion Leader—J. D. Barnard, Minnesota Valley Canning Company.

Importance of the Field Staff—Discussion Leader—E. W. Montell, Campbell Soup Company.

The Farmer's Viewpoint—Discussion Leader—H. E. Voorhees, President, New Jersey Farm Bureau.

N.C.A. Committee Meetings

Decisions on meetings of two N.C.A. Committees not announced last week have been made.

The Public Relations Committee will hold a dinner meeting at 6:30 p.m., Friday, January 14, in the Mandarin Room of the Hotel Traymore.

The Resolutions Committee will meet at 4 p.m. Monday, January 17, in the office of Association Counsel, Musicians Balcony, Convention Hall.

N.C.A. Convention Exhibits

(Concluded from page 407)

The color motion picture with sound entitled "Better Labels," which illustrates the industry's voluntary descriptive labeling program, is to be shown at the N.C.A. booth, every half hour during the hours that the hall is open.

These Convention exhibits are being planned and organized now by the Association staff with the assistance of N.C.A. Committees with cognizance over subjects to be displayed.

BAE Year-End Crop Report

(Concluded from page 408)

previous high of 136 percent in 1942. Thus, both high yields and a relatively large acreage are factors in the huge volume of 1948 crops, BAE stated.

Deciduous fruit production in 1948 totaled 12 percent less than the heavy outturn in 1947 and 5 percent less than average. Each important deciduous fruit was below last year, except grapes, sour cherries and apricots. Citrus production for the 1948-49 season is forecast about the same as in 1947-48. A small increase in oranges about offsets a decrease in grapefruit.

More complete information on general crops follows:

Commercial apples—The commercial apple crop is estimated at 90,288,000 bushels—20 percent less than the 1947 crop and 22 percent less than average. Production now estimated is about three-fourths of last year in the Western and North Atlantic regions, and two-thirds of last year in the Midwest. The South Atlantic region produced a crop two-fifths greater than last year's short crop. This year's production was below average in all regions. There was very little economic abandonment this season in any commercial apple area.

Cherries—The 1948 cherry crop in the 12 commercial cherry states is estimated at 216,980 tons—25 percent more than the 1947 crop and 28 percent more than average.

Sweet cherries, grown principally in the West, are estimated at 80,900 tons—2 percent above last year but 7 percent below average. Crops in Washington, Oregon and California, which make up about four-fifths of the United States total, were each below average, and except in Oregon were below last year. The combined total for all other States is above average and last year.

Sour cherry production is estimated at a record high of 136,080 tons—45 percent above last year and 59 percent above average. Michigan and Wisconsin each had record crops and all other States except Ohio, Washington and Oregon had crops larger than average. New York, Michigan and Wisconsin combined produced 84 percent of this year's crop.

Apricots—Production of apricots in California, Washington and Utah is estimated at 249,500 tons—24 percent more than the small 1947 crop and 4 percent above average. California at 219,000 tons is up 30 percent from last year, Washington at 21,800 tons is down 22 percent from last year, and Utah at 8,700 tons is nearly double the 1947 crop. In California and Utah considerable quantities were not harvested. In both States processing demand was weak and in California the proportion of small sizes was larger than usual. The Washington crop was reduced from last year by spring frost damage.

Peaches—The 1948 peach crop is estimated at 65,749,000 bushels—20 percent less than the 1947 crop of 82,270,000 bushels, but only 1 percent less than average.

California clingstone peaches are estimated at 20,835,000 bushels—3 percent below last year, but 24 percent above average.

Pears—The total pear crop is estimated at 26,399,000 bushels, 25 percent less than last year and 13 percent less than average.

Plums and prunes—The 1948 plum crop is estimated at 70,500 tons—down 10 percent from last year and 11 percent from average. The California production of 67,000 tons was 11 percent below average and the Michigan crop of 3,500 tons was 18 percent below average.

The California crop did not turn out quite as well as expected. In late summer many prunes dropped before reaching desirable sizes and sugar content. Of the production of 177,000 tons, 7,000 tons were not harvested because of small sizes and the high cost of harvesting small prunes in relation to selling prices.

Comparative Totals on 11 Crops for Processing

Crop	Harvested acreage		Yield per acre		Production		Season avg. grower price per ton [1]	
	1947	1948	1947	1948	1947	1948	1947	1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
Asparagus	74,610	80,870	1.34	1.14	100,100	91,800	134.70	153.86
Beans, lima (shelled)	81,570	86,010	.69	.81	56,490	69,460	142.49	139.93
Beans, snap	102,380	94,500	1.65	1.89	169,300	178,900	104.03	120.84
Beets	10,270	12,990	7.26	7.50	74,600	97,400	19.73	23.08
Cabbage (For sauerkraut)	9,810	19,270	7.37	10.48	72,300	201,900	17.22	15.10
Corn, sweet (Corn in husk)	402,500	474,420	2.22	2.80	1,091,600	1,326,200	20.82	23.57
Cucumbers (For pickles)	127,200	122,420	1.92	1.90	245,590	231,410	56.25	68.75
Peas, green (shelled)	428,140	372,830	1.02	.93	434,810	347,050	87.19	90.11
Pimientos [2]	16,670	14,300	1.18	1.25	19,630	17,880	60.00	70.00
Spinach	24,060	21,550	2.31	2.27	55,500	48,900	39.14	46.05
Tomatoes	511,370	410,500	6.34	6.94	3,242,800	2,847,600	28.63	28.19
Total 11 crops	1,878,760	1,709,660	....	....	5,562,720	5,458,500	.....	.....

[1] Season average price received by growers. The season falls in the calendar year. [2] 1947 and earlier years, California and Georgia. 1948, Georgia only. California figures for 1948 not available for publication. Less than 3 packers.

Green Peas

State	Harvested acreage		Yield per acre		Production		Season avg. grower price per ton [1]	
	1947	1948	1947	1948	1947	1948	1947	1948
	Acres	*Acres*	*Lbs.* [2]	*Lbs.* [2]	*Tons* [2]	*Tons* [2]	*Dollars*	*Dollars*
Maine	6,380	6,250	1,320	1,400	4,340	4,560	85.60	87.40
New York	19,900	25,900	1,590	2,000	15,820	25,900	82.80	83.80
New Jersey	4,600	4,400	1,640	2,200	3,770	4,840	108.00	105.40
Pennsylvania	15,300	11,700	2,220	2,600	16,980	15,210	93.80	91.70
Ohio	2,700	2,400	1,120	1,410	1,510	1,690	77.50	81.00
Indiana	3,300	4,400	1,540	1,080	2,540	2,380	77.60	79.50
Illinois	18,100	19,300	2,560	2,460	23,170	23,740	90.70	92.70
Michigan	7,000	7,800	1,100	1,320	3,850	5,150	79.90	76.80
Wisconsin	136,500	115,000	2,110	1,430	144,010	82,220	82.90	91.40
Minnesota	42,700	44,100	1,860	1,760	40,350	38,810	91.90	100.90
Iowa	3,800	3,150	1,100	1,900	2,090	3,000	81.30	91.60
Maryland	12,600	6,650	1,740	2,180	10,960	7,250	83.60	81.60
Delaware	1,600	950	1,070	1,650	860	780	95.70	95.60
Virginia	2,000	1,700	980	1,670	980	1,420	86.10	83.30
Idaho	11,600	9,400	2,900	1,910	16,820	8,980	93.80	92.20
Colorado	3,900	3,500	2,100	1,670	4,100	2,920	77.00	76.90
Utah	11,800	9,200	3,200	2,400	18,880	11,000	86.90	83.80
Washington	55,600	47,600	2,000	2,180	55,600	51,880	97.70	87.70
Oregon	57,200	41,300	2,040	2,360	58,340	48,730	83.30	88.40
California	4,160	3,270	1,870	1,760	3,890	2,880	76.80	76.90
Other States [3]	7,200	4,860	1,653	1,490	5,950	3,620	81.51	88.67
Total all States	428,140	372,830	2,031	1,862	434,810	347,050	87.19	90.11
For freezing	80,500	59,440	1,780	1,958	71,660	58,200	98.56	98.92
For canning and other processing	347,640	313,390	2,089	1,843	363,150	288,850	84.94	88.33

[1] Season average price received by growers. The season falls in the calendar year. [2] Ark., Ga., Kan., Mont., Nebr., Okla., Tenn., Texas and Wyo. [3] Shelled.

Very few prunes were canned this year, only 17,300 tons in comparison with 26,170 last year. The quantity frozen was 920 tons this year, compared with 1,250 tons last year, and the 10-year average of 6,620 tons. For the second year in succession, the prune crop was very short in western Washington and Oregon, due largely to spring freezes. In the eastern sections of these States, production was slightly larger than last year and about a fourth above average.

Potatoes—Harvested acreage this year was the smallest in nearly seven decades, but the average yield per acre was a record high and production has been exceeded only twice. The 1948 production of 445,850,000 bushels was exceeded by the 458,887,000 bushels harvested in 1943 and the record production of 484,174,000 bushels in 1946. This year's crop is 15 percent larger than the 389,048,000 bushels harvested in 1947 and exceeds the 1937-46 average production by 14 percent. Growers planted 2,127,000 acres to potatoes for 1948, compared with 1947 plants of 2,136,000 acres and the 1937-46 average of 2,897,000 acres. The 2,099,000 acres harvested is practically the same as the 1947 acreage, but only about three-fourths the 1937-46 average of 2,826,000 acres. Abandonment of 1.3 percent was the smallest in recent years.

Sweetpotatoes—United States production fell below fifty million bushels this year for the first time in nearly a quarter of a century. The estimated crop of 49,806,000 bushels for 1948 is about one-tenth less than the 55,746,000 bushels produced in 1947 and a fourth below the 1937-46 average of 64,866,000 bushels.

Red Pitted Cherry Stocks

Stocks of red pitted cherries in canners' hands December 1 totaled nearly 826,000 cases, according to the Association's Division of Statistics. This compares with nearly 320,000 cases in canners' hands at the same time a year ago.

Shipments from July 1 to December 1 were nearly 600,000 cases more than the 2,128,571 cases shipped during the same period in 1947. However, shipments during the five-month period this year amounted to about 77 percent of the total supply, compared with 87 percent in 1947.

Red Pitted Cherry Stocks and Shipments

	Actual Cases
Dec. 1 stocks	825,962
Shipments for Nov.	244,358
Shipments, July 1 to Dec. 1	2,726,248

Green Beans

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
Maine	2,250	2,450	2.5	2.2	5,600	5,400	98.00	98.00
New York	19,000	21,900	1.4	1.6	26,600	35,000	108.10	136.70
New Jersey	1,600	2,000	2.2	1.2	3,500	2,400	110.50	167.00
Pennsylvania	4,000	2,600	2.3	1.9	9,200	4,900	96.80	103.10
Indiana	100	300	1.0	1.2	100	400	90.00	91.80
Michigan	6,800	5,300	.6	1.3	4,100	6,900	108.30	110.30
Wisconsin	10,600	9,600	1.0	1.4	10,600	13,400	104.80	122.50
Missouri	800	800	1.0	1.5	800	1,200	80.00	120.00
Delaware	1,400	1,500	1.1	1.4	1,500	2,100	80.00	97.40
Maryland	7,900	6,700	1.4	1.3	11,100	8,700	83.10	104.00
Virginia	2,100	1,800	1.3	1.5	2,700	2,700	91.60	107.00
North Carolina	1,200	1,100	1.3	1.4	1,600	1,500	88.00	164.50
South Carolina	1,000	700	1.0	1.0	1,000	700	70.00	80.00
Georgia	1,000	200	1.2	1.6	1,200	300	85.00	150.00
Florida	6,800	6,600	1.3	1.5	9,000	9,800	102.40	98.00
Tennessee	4,300	3,700	1.4	1.7	6,000	6,300	91.00	165.00
Mississippi	1,700	1,600	1.5	1.4	2,600	2,200	100.00	134.00
Arkansas	6,600	4,800	.9	1.5	5,900	7,200	77.50	139.80
Louisiana	1,850	1,400	.6	.6	1,100	800	80.00	80.00
Oklahoma	3,000	2,200	.7	1.4	2,100	3,100	94.00	156.20
Texas	7,500	6,500	1.2	1.2	9,000	7,800	72.50	80.00
Colorado	1,200	1,400	2.8	3.1	3,400	4,300	96.30	94.90
Utah	350	300	2.6	3.0	900	900	103.30	92.30
Washington	2,000	2,500	4.8	4.0	9,600	10,000	123.70	118.20
Oregon	4,700	4,900	7.0	7.1	32,900	34,800	128.40	123.30
California	950	850	5.0	5.6	4,800	4,800	103.70	104.50
Other States [2]	1,680	800	1.4	1.6	2,400	1,300	95.00	98.46
Total all States	102,380	94,500	1.65	1.89	169,300	178,900	104.03	120.84

[1] Season average price received by growers. The season falls in the calendar year. [2] Ala., Idaho, Ill., Iowa, Ky., Mass., Mont., Nebr., N. Mex., Ohio, Vt., and Wyo.

Green Lima Beans

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Lbs.* [3]	*Lbs.* [3]	*Tons* [4]	*Tons* [4]	*Dollars*	*Dollars*
New York	1,000	1,400	1,700	1,230	850	860	144.90	162.20
New Jersey	16,700	14,200	1,410	1,230	11,770	8,730	146.10	164.40
Pennsylvania	4,200	3,700	1,070	1,320	2,250	2,440	133.00	142.70
Ohio	810	800	800	900	320	360	102.50	107.60
Michigan	2,300	2,600	450	700	520	910	130.80	124.70
Wisconsin	4,800	4,900	1,000	1,190	2,400	2,920	119.50	141.40
Delaware	13,900	16,200	1,400	1,330	9,730	10,770	117.30	136.00
Maryland	3,700	3,800	1,030	1,330	1,910	2,530	117.00	117.20
Virginia	3,000	3,400	850	1,510	1,280	2,570	101.50	101.70
Utah	100	.....	1,400	.....	70	.....	105.00	.....
Washington	800	1,230	1,800	1,540	720	950	125.30	165.00
California	16,300	21,700	2,310	2,560	18,830	27,780	173.40	186.70
Other States [2]	13,960	12,080	837	1,430	5,840	8,640	113.53	145.25
Total all States	81,570	86,010	1,385	1,615	56,490	69,460	142.49	159.93

[1] Season average price received by growers. The season falls in the calendar year. [2] Ark., Colo., Ga. Idaho, Ill., Ind., Iowa, Kan., La., Minn., Miss., N. C., Okla., Ore., and Tenn. [3] Shelled.

Spinach

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
Texas	5,000	4,500	1.5	1.7	7,500	7,600	40.00	37.50
California	6,400	4,800	4.4	4.8	28,400	23,000	27.30	25.00
Virginia	900	800	2.4	1.9	2,200	1,500	81.20	80.00
Spring	190	600	2.2	1.5	400	900	72.10	80.00
Fall	710	200	2.5	2.9	1,800	600	83.20	80.00
Maryland	300	700	1.7	2.1	500	1,500	72.00	90.00
Spring	200	400	2.0	2.2	400	900	67.50	90.00
Fall	100	300	1.4	1.9	100	600	89.30	90.00
Arkansas	5,800	6,750	1.6	1.6	9,300	10,800	54.20	73.60
Spring	3,500	4,750	1.6	1.6	5,600	7,600	46.70	65.80
Fall	2,300	2,000	1.6	1.6	3,700	3,200	65.30	92.10
Oklahoma	5,600	4,000	1.4	1.1	7,600	4,500	49.70	76.00
Spring	2,800	2,500	1.6	1.2	4,500	3,000	39.00	64.00
Fall	2,800	1,500	1.1	1.0	3,100	1,500	65.00	100.00
Total all States	24,060	21,550	2.31	2.27	55,500	48,900	39.14	46.05

[1] Season average price received by growers.

Asparagus

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
New Jersey	13,000	13,000	1.65	1.30	21,450	16,900	102.00	125.50
Illinois	6,000	6,600	1.50	1.40	9,000	9,200	160.00	144.50
Michigan	4,500	4,900	1.50	1.25	6,750	6,120	133.80	135.00
Iowa	750	660	1.25	1.40	940	920	135.00	136.90
Maryland	750	650	1.40	1.50	1,050	980	169.80	172.00
Delaware	1,350	1,000	1.25	1.30	1,690	1,300	155.60	160.00
Washington	6,400	7,500	1.40	1.60	8,960	12,000	144.80	160.00
Oregon	100	200	1.00	1.00	100	200	105.00	175.00
California	40,180	45,290	1.22	.95	49,020	43,030	141.20	167.90
Other States [2]	1,580	1,070	.72	1.07	1,140	1,150	135.96	143.48
Total all States	74,610	80,870	1.34	1.14	100,100	91,800	134.70	153.86

[1] Season average price received by growers. The season falls in the calendar year. [2] Ind., Minn., N. Y., Ohio, Pa., S. C., Utah and Wis.

Sweet Corn

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production [1] 1947	Production [1] 1948	Season avg. grower price per ton [2] 1947	Season avg. grower price per ton [2] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
Maine	10,900	10,300	3.1	2.2	33,500	22,700	30.00	29.00
New Hampshire	390	330	4.0	2.5	1,600	800	30.50	29.40
Vermont	550	700	2.3	2.7	1,300	2,100	24.30	25.00
New York	22,200	25,600	2.2	2.7	48,800	69,100	19.30	24.00
Pennsylvania	11,600	11,600	2.0	2.1	23,200	24,400	22.30	27.80
Ohio	23,100	20,400	2.0	3.0	46,200	61,200	18.30	23.10
Indiana	44,900	35,400	2.0	2.0	89,800	70,800	19.40	22.90
Illinois	70,600	63,600	1.9	2.9	134,100	184,400	20.90	24.10
Michigan	3,200	3,700	1.0	1.7	3,200	6,300	18.70	22.00
Wisconsin	99,700	99,700	2.2	2.4	219,300	239,300	18.90	23.60
Minnesota	78,200	78,800	2.2	3.1	172,000	244,300	19.20	20.60
Iowa	35,100	33,000	1.3	3.0	45,600	99,000	18.80	21.70
Nebraska	1,400	2,500	1.9	2.6	2,700	6,500	18.10	20.60
Delaware	5,100	4,300	2.6	2.7	13,300	11,600	20.20	20.50
Maryland	41,500	35,200	2.3	2.6	95,400	91,500	20.60	22.00
Virginia	500	500	3.2	3.0	1,600	1,500	19.70	21.00
Idaho	8,600	11,800	3.3	4.4	28,400	51,900	22.30	25.60
Utah	4,700	6,200	3.9	3.8	18,300	23,600	22.30	24.30
Washington	12,000	11,600	4.3	4.5	51,600	52,200	22.80	25.00
Oregon	11,200	11,700	3.8	3.6	42,600	42,100	36.10	38.90
Other States [3]	7,250	7,400	2.6	2.8	19,100	20,900	18.48	22.78
Total all States	492,590	474,420	2.22	2.80	1,091,600	1,326,200	20.82	23.57

[1] Tonnage in husk. [2] Season average price received by growers. The season falls in the calendar year. [3] Ark., Colo., Mont., N. J., Okla., S. Dak., Tenn., Texas and Wyo.

Tomatoes

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
New York	23,400	24,100	4.9	8.1	114,700	195,200	29.20	30.90
New Jersey	32,800	25,100	8.9	6.4	291,900	160,600	34.10	32.40
Pennsylvania	27,900	19,400	6.9	8.2	192,500	159,100	31.00	30.90
Ohio	31,300	23,400	3.7	9.8	115,800	229,300	24.60	25.40
Indiana	88,500	82,600	4.4	6.3	389,400	520,400	25.80	26.30
Illinois	11,200	9,000	4.5	6.8	50,400	61,200	27.10	25.60
Michigan	6,700	9,100	4.0	8.4	26,800	76,400	25.00	25.10
Wisconsin	1,200	900	4.8	5.1	5,800	4,600	24.60	26.00
Iowa	1,700	1,500	3.6	6.5	6,100	9,800	23.80	26.10
Missouri	9,600	8,600	1.5	2.5	14,400	21,500	25.40	32.50
Delaware	9,900	9,000	5.5	3.6	54,400	32,400	27.30	44.00
Maryland	40,500	27,000	5.6	4.1	226,800	110,700	27.50	39.90
Virginia	23,000	16,500	4.6	4.3	105,800	71,000	28.50	34.20
South Carolina	3,000	2,900	1.7	1.1	5,100	3,100	28.00	28.00
Florida	2,300	2,700	3.1	3.7	7,100	10,100	33.60	23.20
Kentucky	3,500	3,100	2.4	3.7	8,400	11,500	24.50	26.20
Tennessee	6,300	4,000	2.2	4.2	13,900	16,800	24.60	25.80
Arkansas	15,300	13,300	1.6	2.0	24,500	26,600	26.80	26.40
Oklahoma	2,700	1,900	1.5	1.2	4,000	2,300	27.40	25.00
Texas	12,100	18,800	2.6	2.5	31,500	47,000	32.00	28.00
Colorado	4,300	3,400	8.4	7.4	36,100	25,200	24.00	23.60
Utah	7,500	6,900	9.7	11.0	72,800	72,600	25.40	23.50
California	142,900	95,000	10.0	10.2	1,429,000	969,000	29.00	27.00
Other States [2]	3,770	2,700	4.1	4.1	15,600	11,200	25.70	25.83
Total all States	511,370	410,500	6.34	6.94	3,242,800	2,847,600	28.63	28.19

[1] Season average price received by growers. The season falls in the calendar year. [2] Ala., Conn. Ga., Idaho, Kan., La., Minn., Miss., Nebr., N. Mex., N. C., Ore., Wash., and W. Va.

1948-49 Citrus Crop Shows Slight Drop, USDA Reports

Early and midseason oranges for the 1948-49 crop are estimated at 53.3 million boxes—1 percent less than last season, but 29 percent more than average. New crop Valencia oranges are forecast at 61.6 million boxes—9 percent above last season and 28 percent above average. The grapefruit crop is now indicated at 56.2 million boxes, compared with 61.6 million boxes in 1947-48 and 47.5 million boxes average. California lemons are forecast at 13.1 million boxes, compared with 12.9 million boxes last season and 12.8 million boxes average, the Department of Agriculture reports.

Crop and State	Production 1947	Production Indicated 1948
	— Thousand boxes —	
Oranges:		
California, all	45,700	44,700
Navels and misc	18,900	15,500
Valencias	26,800	29,200
Florida, all	58,400	64,000
Early and midseason	31,000	34,000
Valencias	27,400	30,000
Texas, all	5,200	4,700
Early and midseason	3,100	2,900
Valencias	2,100	1,800
Arizona, all	780	1,180
Navels and misc	480	580
Valencias	300	600
Louisiana, all	300	320
Five States	110,380	114,900
Total early and midseason	53,780	53,300
Total Valencias	56,600	61,600
Tangerines:		
Florida	4,000	4,000
All oranges and tangerines:		
Five States	114,380	118,900
Grapefruit:		
Florida, all	33,000	31,000
Seedless	14,800	14,500
Other	18,200	16,500
Texas all	23,200	19,000
Arizona, all	3,000	3,600
California, all	2,430	2,650
Desert Valleys	960	1,150
Other	1,470	1,500
Four States	61,630	56,250
Lemons:		
California	12,870	13,100
Limes:		
Florida	170	200

SUPPLIES

Closure Prices Go Up

Owens-Illinois Glass Company last week announced price increases of approximately 10 percent on its metal and plastic closures for glass containers, effective January 1. Products involved in the increase are screw and lug type metal closures made generally of tinplate, and stock and private design plastic closures made of phenolic and urea formaldehyde molding compounds.

Beets

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
New York	2,300	2,900	6.2	10.2	14,300	29,600	24.60	29.40
New Jersey	350	600	7.1	6.5	2,500	3,900	25.00	25.50
Indiana	100	100	5.0	4.0	500	400	20.00	21.00
Michigan	670	900	6.7	5.2	4,500	4,700	17.10	21.00
Wisconsin	4,000	5,900	8.7	7.0	34,800	41,300	17.10	18.90
Oregon	1,100	1,100	8.5	9.1	9,400	10,000	22.00	25.10
Other States [2]	1,750	1,490	4.9	5.1	8,600	7,500	19.65	18.67
Total all States	10,270	12,990	7.26	7.50	74,600	97,400	19.73	23.08

[1] Season average price received by growers. The season falls in the calendar year. [2] Calif., Colo., Ga., Ill., Iowa, La., Maine, Md., Minn., Miss., Mo., Nebr., N. C., Ohio, Okla., Pa., Tenn., Texas, Utah, Va., and Wash.

Cucumbers for Pickles

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per bushel [1] 1947	Season avg. grower price per bushel [1] 1948
	Acres	*Acres*	*Bu.*	*Bu.*	*1,000 Bu.*	*1,000 Bu.*	*Dollars*	*Dollars*
Massachusetts	860	670	147	105	126	70	1.30	1.55
New York	1,100	1,400	52	60	57	84	1.45	2.35
Ohio	2,800	2,300	74	96	207	221	1.40	1.85
Indiana	7,300	4,400	44	69	321	304	1.20	1.35
Illinois	1,000	1,000	48	36	48	36	1.40	1.50
Michigan	35,600	40,000	61	60	2,172	2,400	1.40	1.65
Wisconsin	19,900	20,400	98	84	1,950	1,714	1.35	1.65
Minnesota	1,600	1,800	88	80	141	160	1.20	1.30
Iowa	600	700	41	79	25	55	1.05	1.20
Missouri	900	500	35	79	32	40	1.55	1.40
Maryland	5,800	4,000	87	96	505	384	1.35	2.15
Delaware	1,100	1,400	83	63	91	88	1.50	1.80
Virginia	6,400	4,400	81	51	518	224	1.25	1.60
North Carolina	7,400	6,800	87	72	644	490	1.60	1.85
South Carolina	1,900	1,500	74	60	141	90	.85	.95
Georgia	6,000	4,500	59	60	354	270	1.30	2.35
Louisiana	830	430	70	35	58	15	2.60	3.00
Texas	4,300	3,400	65	67	280	228	1.45	1.90
Colorado	2,300	2,700	187	192	430	518	1.20	1.45
Washington	600	1,100	243	154	146	169	1.25	1.45
Oregon	1,000	1,200	212	110	212	132	1.55	2.10
California	2,020	2,830	345	305	697	863	1.10	1.15
Other States [2]	15,980	14,990	67	73	1,078	1,087	1.38	1.74
Total all States	127,290	122,420	80	79	10,233	9,642	1.35	1.65

[1] Season average price received by growers. The season falls in the calendar year. [2] Ala., Ariz., Ark., Conn., Fla., Kans., Ky., Me., Miss., Nebr., N. H., N. J., Okla., Pa., S. Dak., Tenn., and Utah.

Cabbage for Kraut

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
New York	3,800	8,200	7.2	11.5	27,400	94,300	19.30	16.00
Ohio	900	1,400	4.4	13.4	4,000	18,800	15.50	12.80
Indiana	100	1,500	6.0	6.0	600	9,000	16.00	22.00
Illinois	200	200	6.0	8.0	1,200	1,600	19.00	15.30
Michigan	270	600	6.7	11.5	1,800	6,900	16.80	14.90
Wisconsin	2,700	4,500	7.4	9.2	20,000	41,400	12.90	12.60
Minnesota	140	180	5.8	8.5	800	1,500	12.30	13.20
Colorado	70	300	11.4	11.0	800	3,300	17.90	14.20
Washington	240	200	11.0	17.0	2,600	3,400	13.80	15.10
Other States [2]	1,390	2,190	9.4	9.9	13,100	21,700	20.84	15.35
Total all States	9,810	19,270	7.37	10.48	72,300	201,900	17.22	15.10

[1] Season average price received by growers. The season falls in the calendar year. [2] Fla., Iowa, Md., Mo., N. J., N. C., Oregon, Pa., Tenn., Texas, Utah and Va.

Pimientos

State	Harvested acreage 1947	Harvested acreage 1948	Yield per acre 1947	Yield per acre 1948	Production 1947	Production 1948	Season avg. grower price per ton [1] 1947	Season avg. grower price per ton [1] 1948
	Acres	*Acres*	*Tons*	*Tons*	*Tons*	*Tons*	*Dollars*	*Dollars*
California	670	(2)	5.90	....	3,950	.....	60.10	.....
Georgia	16,000	14,300	.98	1.25	15,680	17,880	60.00	70.00
Total all States	16,670	14,300	1.18	1.25	19,630	17,880	60.00	70.00

[1] Season average price received by growers. The season falls in the calendar year. [2] Not available or publication. Less than 3 packers.

FOREIGN TRADE

Canned Food Exports Drop During First Three Quarters

For the first three quarters of 1948, dollar value of foodstuffs exported from the United States declined 19 percent as compared with the same period last year, according to a report on U. S. foreign trade issued by the Bureau of the Census, Commerce Department. Exports of canned foods declined in value even more sharply.

Imports of foodstuffs of concern to U. S. canners increased during the same period. Imports of all foodstuffs increased in value by 20 percent.

Figures in the following tables were extracted from the Census report on exports and imports of all foodstuffs.

Exports

Commodities		January-September 1947	January-September 1948	Percent change in 1948 from 1947
Canned fruits	lb.	176,898	43,452	−75
	$	23,832	6,743	−72
Canned peaches	lb.	43,975	10,414	−76
	$	5,487	1,301	−76
Canned pears	lb.	16,594	3,706	−78
	$	2,900	714	−75
Canned vegetables	lb.	106,744	56,311	−47
	$	13,921	7,847	−44
Canned asparagus	lb.	11,498	3,970	−65
	$	2,685	1,123	−58
Canned peas	lb.	20,061	6,456	−68
	$	1,537	699	−55
Canned fish*	lb.	151,061	64,273	−57
	$	35,176	14,308	−59
Canned meat	lb.	131,187	33,850	−74
	$	37,097	13,797	−63

* Includes shellfish.

Imports

Commodities		January-September 1947	January-September 1948	Percent change in 1948 from 1947
Canned vegetables	lb.	7,841	19,978	+155
	$	859	1,505	+ 75
Pineapples*	lb.	45,380	69,523	+ 53
	$	5,739	9,423	+ 64
Canned beef*	lb.	9,179	90,801	+889
	$	2,043	29,093	+889

* Prepared or preserved; * Includes corned beef.

Citrus Fruit Imports, U. K.

The citrus fruit imported into the United Kingdom in the first eight months of 1948 originated chiefly in Palestine, Spain, and the Union of South Africa, it is reported by the Department of Commerce in the *Foreign Commerce Weekly* of December 6.

"Imports of citrus fruit from the United States were negligible," the magazine states. "The cessation of

citrus imports from the United States is attributed to the shortage of dollar exchange and the determination of the Government to reduce imports of relatively nonessential items which must be paid for in dollars. The opinion of Government officials is that citrus falls into this category, especially since a large part of the supply can be obtained from Empire sources and 'weak' currency areas. Efforts of representatives of the United States citrus-fruit industry to have United States citrus, especially grapefruit, included in the United Kingdom's import program appear to have been unsuccessful to date."

New Schedule B Listings To Be Effective in January

The Schedule B commodity classification code number required on Shipper's Export Declarations effective January, 1949, will be shown in a new 1949 edition of Schedule B which will be released about December 15, the Department of Commerce has announced. The new commodity classifications can be obtained only from this 1949 Schedule B. The current Schedule B, even with amendments, will be obsolete after December 31, 1948.

Part I, the Alphabetic Index of Schedule B, is in the form of an alphabetic listing of commodities to be used to locate the correct Schedule B commodity numbers. Part II is arranged in numerical sequence so as to show a list of individual commodity items included in each numbered classification.

The 1949 edition of Schedule B may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at a cost of $2.50 for Part I and $1.50 for Part II.

Effective December 15, another Commerce Department announcement states, export shippers are required to provide detailed commodity descriptions for a number of Schedule B commodity classifications which carry very general names. A list of Schedule B numbers to which this new requirement applies includes 003909 and 004500 for certain canned meats, 007998 for certain canned fish, 135098 for certain fruit preparations, 124990 for certain canned vegetables and juices, and 125298 for sauces and relishes.

PUBLICITY

CMI Promotes Hash, Peas, Cling Peaches in Campaign

Canned corned beef hash, green peas and California cling peaches are being promoted in CMI advertising and publicity in cooperation with the National Meat Canners Association, the Canned Pea Association and the California Cling Peach Association.

CMI advertisements feature these products in newspapers and magazines, and the Dorothy Ames Carter Service stresses them in radio and newspaper publicity.

The Institute's Director of Consumer Information, Mrs. Harriet Sabine, made a trip to seven cities in the Carolinas and Virginia during which the nutrition, economy and versatility of canned corned beef hash, peas and cling peaches were featured in interviews over six radio stations and in many personal contacts with radio executives, newspaper editors and utilities home service directors. The Charleston, S. C., *News & Courier* carried a two-column interview in which it was pointed out that "the lowly can opener . . . is becoming more and more a power in the American home," and that "even the main meat dish may be prepared from a can."

Radio interviews were scheduled over WTMA and WHAN in Charleston, S.C.; WIS in Columbia; WSJS, Winston-Salem, N. C.; WTAR, Norfolk, and WMBG, Richmond. Charlotte and Raleigh, N. C., also were among the cities visited.

American Weekly Food Section Devoted to Canned Foods

The entire food section of the *American Weekly's* "Household Almanac" of January 2 will be devoted to recipes using canned foods in casserole cookery.

In an article "Dinner in a Casserole for Flavor" by Amy Alden, food editor, the ease of casserole cookery with canned food recipes is emphasized. The section gives coverage to 12 different canned foods. Included in the recipes is a variety of flavorsome dishes from soup to main course foods and desserts—all in casseroles.

The *American Weekly* is the Sunday magazine section included with many daily newspapers. It has a national distribution with a combined circulation of approximately 9½ million.

Nutrition Publicity

Publicity resulting from the press conference and exhibit on canned foods nutrition held in Chicago in November has appeared in newspapers and other publications having a total circulation of 18,500,541.

As of December 22, the total number of newspapers that have carried the story is 180. The INFORMATION LETTER will continue to report this publicity as long as the Association's clipping services continue to send in clippings.

Listed below are the papers and circulation figures represented by clips received by the Association this week, with the totals previously reported:

Allendale (S.C.) Citizen (Dec. 3)	680
Alma (Mich.) Record-Journal (Dec. 2)	2,925
Ashland (Ala.) Progress (Dec. 2)	1,400
Atlantic City (N.J.) Press (Dec. 1)	24,656
Bad Axe (Mich.) Huron News (Dec. 3)	3,130
Baton Rouge Advocate (Nov. 24)	12,277
Boston Post (Nov. 28) second mention	412,347
Bottineau (N.D.) Courant (Dec. 1)	3,850
Camden (N.J.) Argus (Dec. 2)	2,806
Carrollton (Ga.) Times Free Press (Nov. 30) second mention	1,441
Catskill (N.Y.) Enterprise (Dec. 1)	503
Chelan (Wash.) Mirror (Dec. 2)	1,625
Christian Science Monitor (Nov. 19) second mention	159,709
Cohocton (N.Y.) Valley Times Index (Dec. 1)	975
Collingswood (N.J.) Westmont Tri-City Sun (Nov. 25)	(*)
Columbus (Ohio) Dispatch (Dec. 12) second mention	150,599
Crisfield (Md.) Post (Dec. 3) second mention	1,356
Dartmouth (Mass.) News (Dec. 3)	(*)
Fairhaven (Mass.) Star (Dec. 2)	593
Flint (Mich.) Review (Dec. 10)	4,180
Grace (Idaho) Herald (Nov. 25)	440
Graham (N.C.) News & Journal (Dec. 3)	(*)
Hartville (Ohio) News (Dec. 10)	1,750
Hiawatha (Kans.) World (Dec. 6)	3,189
Higbee (Md.) News (Dec. 2)	(*)
Huntington (Ind.) News (Dec. 5)	(*)
Kalamazoo (Mich.) Gazette (Dec. 2)	40,024
Kennett Square (Pa.) News & Advertiser (Dec. 3)	1,836
Litchfield (Minn.) Independent-Review (Dec. 2)	4,036
Los Angeles Examiner (Nov. 30)	415,428
Marks (Miss.) Democrat (Dec. 9)	1,285
Marlboro (Mass.) Enterprise (Nov. 29)	5,245
Mechanicsburg (Pa.) Local News (Dec. 6) second mention	1,989
Middletown (Conn.) Press (Dec. 13)	13,520
Milford (Pa.) Dispatch-Press (Dec. 2)	1,650

Mt. Carroll (Ill.) Mirror Democrat (Nov. 25)	1,642
Muncie (Ind.) Post-Democrat (Dec. 10)	1,075
Nanty-Glo (Pa.) Journal (Dec. 2)	2,710
Onarga (Ill.) Leader Review (Dec. 2)	1,876
Parkesburg (Pa.) Post (Dec. 2)	924
Prospect Park (Pa.) Interboro News (Dec. 3)	(*)
Redland (Fla.) District News (Dec. 3)	(*)
Ridgeland (S.C.) Jasper Co. Record (Dec. 2)	280
Roaring Springs (Pa.) Cove News (Dec. 2)	1,667
St. James (N.Y.) Stony Brook Gazette (Dec. 3)	1,200
St. Paul (Minn.) Review (Nov. 25)	(*)
Shelby (N.C.) Cleveland Times (Nov. 3)	3,163
Sherrard (Ill.) Bulletin (Dec. 10)	(*)
Susquehanna (Pa.) Transcript (Nov. 27)	2,516
Sylacauga (Ala.) News (Dec. 2)	2,700
Warrenton (N.C.) Warren Record (Dec. 3)	2,300
Wauwatosa (Wis.) News (Dec. 2)	4,102
Windsor Locks (Conn.) Journal (Dec. 2)	1,900
Yonkers (N.Y.) Westchester Bulletin (Dec. 1)	(*)
Wytheville (Va.) Enterprise (Dec. 3)	3,007
	1,566,356
Circulation already reported	17,194,185
Total known circulation	18,500,541

(*) Unknown.

Canned Foods Price Publicity Hits 71,342,611 Circulation

A recapitulation of clippings received from newspapers and other periodicals during 1948 and as of December 15 shows that publicity pointing to the retail position of canned foods in today's market and based exclusively on releases issued by the N.C.A. has appeared in publications having a total circulation of 71,342,611, not counting canning trade papers.

This total includes a circulation figure of 7,231,304 amassed solely as a result of the press campaign aimed directly at interpreting the monthly Bureau of Labor Statistics cost-of-living reports. The grand total also includes publicity citing the remarks of N.C.A. officers and staff members about the price situation at public meetings, as reported in N.C.A. press releases.

For the second time, the *Chicago Daily News* (504,073 circulation) has utilized the N.C.A.'s price story as the basis for a story pointing to the price position of canned fruits and vegetables. George Thiem, staff farm writer, cited BLS figures as reported by N.C.A. to elaborate on this point.

The clipping from the *Daily News* was received from Alvin H. Livingston & Co., a Chicago food broker, who had reported publication of a similar article, also by Mr. Thiem, a few months ago.

Clippings of other price publicity received this week are from the Walla Walla, Wash. *Union-Bulletin* (15,580), Havre de Grace, Md. *Record* (2,205), Lyons, N. Y. *Republican* (3,602), and the *Pacific Northwest Merchant Grocer & Meat Dealer* (2,725).

A special, illustrated, feature magazine treatment was accorded the price story also in the December issue of *Canco*, the official house organ of the American Can Company and a tear sheet made available to N.C.A. by L. W. Graaskamp.

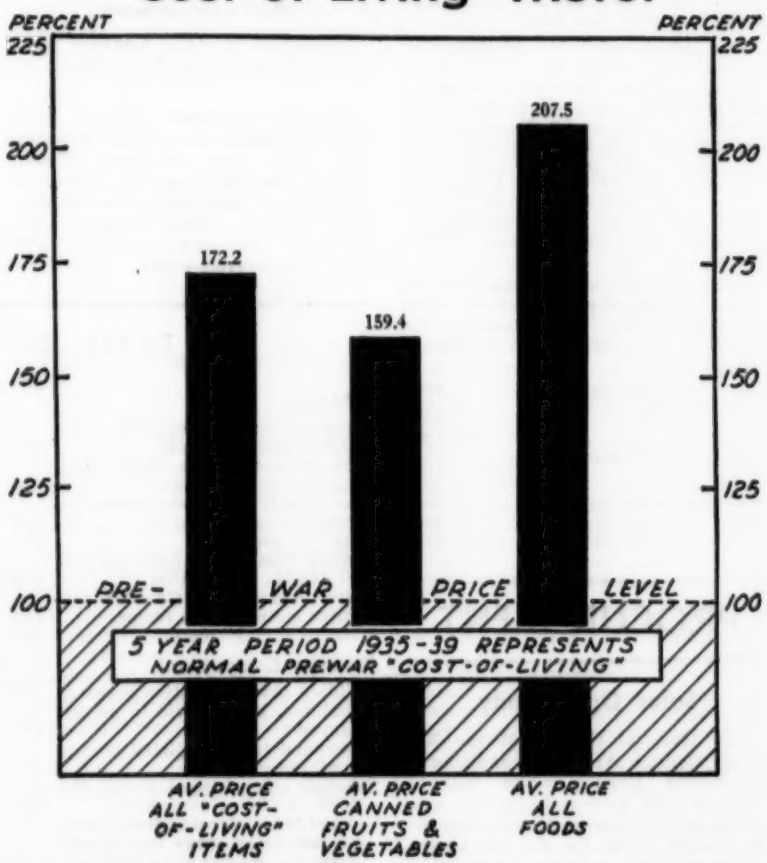
Better Homes and Gardens Features Canned Fruit Recipes

"Fruit Salads for your Midwinter Meals" is the title of a three-page picture feature, making generous use of canned fruits in appetizing salads. The article by Myra Johnston, food editor, appears in the January issue of *Better Homes and Gardens*, having a circulation of 3,142,915.

Of the 11 photograph illustrations of attractive salads, nine salads have canned fruit as the main recipe ingredient.

"When midwinter meals settle down to humdrum fare, plan a fruit salad to bring appetites out of the doldrums and to give your family a winter health plus," cites the article.

"Cost of Living" Meter



THE "COST OF LIVING" METER above illustrates Bureau of Labor Statistics retail price indexes as of November 15, when the average retail price of all "cost of living" items dropped to 172.2 percent of the prewar base 1935-39. The index for all foods was 207.5, and for canned fruits and vegetables 159.4.

Canned Foods Still Best Buy

(Concluded from page 407)

Campbell, executive secretary of the National Canners Association, said here today that "housewives apparently have observed in their shopping that canned foods are their best buy because they have bought more canned fruits and vegetables this year than ever before.

"The common complaint about inflation registered by the man on the street is that prices have advanced more rapidly than his income," he said. "Canned fruits and vegetables, however, enjoy a unique position in that respect—their retail prices have advanced considerably less than has average income."

Basing his conclusions on BLS figures, the canners association executive asserted that "a consumer can today buy from 25 to 33 percent more canned fruits and vegetables with his weekly take-home pay than he could have bought on the average during the five-year period immediately preceding the war."

The Bureau of Labor Statistics reported today that the retail prices of all cost-of-living items, including food, clothing and shelter, were 172.2 percent of prewar on November 15. But canned fruits and vegetables, having shown less price increase than any other food category in the report, were shown to have advanced to only 159.4 percent of the 1935-39 base, while the index for all foods stood at 207.5.

Canned fruits and vegetables have registered the smallest price increase of any of the food categories included in the latest BLS report of price indexes:

Canned fruits and vegetables	159.4
Cereal and bakery products	160.9
Sugar and sweets	173.3
Fats and oils	189.4
Fresh fruits and vegetables	192.4
Dairy products	199.5
Beverages	206.4
Dried fruits and vegetables	230.6
Eggs	244.3
Fresh meat, poultry and fish	246.7

PROCUREMENT

Sales Opportunity

The Hospital Council of the National Capital Area is organizing a purchasing division which will be charged with responsibility for executing general contracts and purchasing specific items for the use by the hospitals which make up its membership. The organization is interested in hearing from any canners who may be interested in entering into contracts of this type, or in contract production under private labels, and will be glad to receive descriptive literature and sample labels. The organization is addressed at 1757 K Street, N. W., Washington 6, D. C.

USDA Purchases Citrus Juice

The U. S. Department of Agriculture has announced the purchase of 93,900 cases of concentrated orange juice for use in the National School Lunch Program. Purchase, at $11 per case of 12/46-ounce cans, was made from four Florida processors.

PERSONNEL

Association Officers

Ohio Canners Association

Officers of the Ohio Canners Association elected at the Association's annual meeting recently are:

President—Norman Spain, Winchester Canning Co., Canal Winchester; first vice president—Walter Scheid, Campbell Soup Co., Napoleon; second vice president—French Jenkins, LaChoy Food Products Co., Archbold; secretary-treasurer—Roy Irons, Clyde (reelected).

Dan M. Heekin Heads CMI

The Can Manufacturers Institute has announced the election of Dan M. Heekin as president of the organization for 1949. Mr. Heekin, president of the Heekin Can Co., Cincinnati, will return to the office he previously held as president of the Institute when it was established in 1938.

DEATHS

Gilbert C. Trego Dies

Gilbert C. Trego, brother of the late Edward F. Trego, N.C.A. President in 1925, died December 7 following an illness of about five weeks. Mr. Trego formerly was a partner in the Hoopeston Canning Co., Hoopeston, Ill.

George F. Greb Passes

George F. Greb, a member of the N.C.A. Board of Directors in 1938 and '39 and again in 1943, died at Blytheville, Ark., on December 3.

Mr. Greb formerly headed the Blytheville Canning Co., which was sold a few years ago. Besides his service on the N.C.A. Board, he also was on the Beet Section in 1923, '24 and '25.

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